Chapter 9
Experience Design's Impact on Graphic Design

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ABSTRACT

Even straightforward objects whose nature we believe we comprehend go through the design process. The task of design is to connect people and technology. Every advance in technology brings about new experiences and ways of life. In this chapter the authors explain how design alters the abilities, motivations, and expectations in daily life, and how graphic design reacts to this shift. If we want to anticipate the future, we need to look closely at the digital technologies that emerged recently and first analyze the transition—how it occurred and how quickly it happened.

INTRODUCTION

Graphic design today occupies a position that goes far beyond the printing press. With the development of knowledge and technology, graphic design, where interdisciplinary works are generated frequently, continuously repositions and restructures. Additionally, it must react to human demands and experiences. If the history of Graphic Design is briefly addressed, it includes the drawings on the cave walls. Within the constraints of the design, the concern of passing the message to the other party by simplifying the current information in a certain format is addressed. Before Gutenberg's portable printing press, several woodcut works were produced, as is also known. However, Gutenberg's portable printing press also overlaps with the development of graphic design pieces, which is somewhat more contemporary (1450). With the advancement of technology, works in many formats have emerged because of the illustrative decoration of books printed with this technology and later the enrichment of page designs. One example is the usage of poster designs. The term "graphic design," which began to be used in the first quarter of the 20th century, opened the door for designers, who were previously known as painters or artists, to specialize further. The term "graphic design" today has many sub-categories. Examples include titles like interface design, book cover design, illustration design, character design for video games, environmental graphic design, motion graphic design, orientation design, infographic design, and interactive graphic

design. In this regard, it would be fair to state that graphic design, using the knowledge and technology that are updated and regenerated on a regular basis, generates new fields for itself. Depending on the technology developed, graphic designers have historically served as letter engravers, compositors, book illustrators, and artists who experiment with typographic materials. Graphic design always works with an ally, according to Niyaziolu (Niyaziolu, 2016). As a result, the technology, experience, and culture of the time immediately influence and form the designs. We now spend the majority of our waking hours staring at screens due to how quickly the world is becoming digital. As people's daily experiences have altered as a result of digitalization, professions have begun to transform in order to answer to these new needs, whether they like it or not. For graphic design, which has its roots in printing and printing, nothing has changed.

EXPERIENCE DESIGN

One of life's most valuable tools is "experience." User experience design is a process that aims to give customers who use a product, service, or service relevant and meaningful experiences. Numerous topics are covered during this process, including branding, design, usability, features, and functionality. Examining users' behaviors, expectations, issues, and solutions to such issues is at the heart of user experience. To sum up, we notice that everything has a specific order when we visit a market. Fruits, vegetables, and dairy products can be found on either side. The consumer's entire shopping experience is determined by activities like the placement order set up in the market and the way the products of the week are displayed. In order for customers to travel to as many locations as possible, enjoy the experience, and shop more, this layout was created. The term "user experience" refers to what we experience when we transfer the concept of "customer" or "consumer experience" that you have in this physical context to the virtual environment. User experience is frequently referred to as UX. Early in the 1990s, cognitive scientist Donald Norman, while employed by Apple, coined the phrase. Norman coined the phrase "user experience" to refer to all the various components that affect how a user feels while interacting with a product, with a focus on the design, visuals, interface, and interaction but also including all other aspects of the user's experience with the product and service. Making the user's product experience as positive as possible is the goal of user experience design, to put it briefly. Getting visitors to a website that they are interested in; after that, from the home page to the product purchase, it attempts to make the process as simple and entertaining as possible and to offer a cohesive user experience. The goal of user experience design is to enhance the utility, usability, and effectiveness of the user's interaction with the product and service. Experience Strategy (ES), Interaction Design (ID), User Research (UR), and Information Architecture are the four key disciplines that make up the large umbrella term of user experience.

Part of the UX

The experience strategy is the initial component of UX design. It involves developing a comprehensive business strategy that considers the requirements of the organization and the clientele. Interaction design is the second component. It examines user interaction with a system, accounting for all interactive components such links, page transitions, graphics, audio, and animations. The goal of interaction design is to produce simple designs that let users easily accomplish their goals. User research is the third component. To better understand the needs and objectives of the end user, UX designers carry out

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